

# RYAN CHRISTMAS

AI & CRM Operations Lead | GoHighLevel Architect  
**Location:** Toronto, Canada & Puerto Escondido, Mexico (Remote-First)  
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## PROFESSIONAL PROFILE

Technical Operations Lead bridging the gap between business strategy and automated execution. My approach is simple: use automation and AI to remove bottlenecks, ensuring technology serves revenue goals rather than complicating them. I don't just fix problems; I architect the digital systems that prevent them from happening again.

## TECHNICAL & OPERATIONAL TOOLKIT

<b>CRM Infrastructure:</b> GoHighLevel (Expert), Salesforce, Snapshot Deployment, Funnel Logic, Workflow Optimization.	<b>AI &amp; Automation:</b> Custom Scripting (Python/JS) for Data Hygiene, AI-Agent Deployment, Zapier/Make Integration.
<b>Revenue Operations:</b> Stripe Billing Logic, Subscription Management, Churn Prevention Automations.	<b>Compliance &amp; Security:</b> A2P 10DLC Verification, DNS Management, Data Privacy Protocols (HIPAA-Aware).

## PROFESSIONAL EXPERIENCE

<b>High-Growth B2B CRM Agency</b>	<b>2025 – Present</b>
<b>Client Success &amp; Technical Operations Lead</b>	
>> <b>Infrastructure Management:</b> Manage the technical CRM environment for 70+ contractor businesses, ensuring 99.9% uptime for lead capture and communication systems.	
>> <b>Automated Data Hygiene:</b> Built custom AI scripts to audit 300+ client tax records (EINs) instantly, eliminating days of manual data entry and preventing compliance blocks.	
>> <b>Revenue Recovery:</b> Audited and fixed billing logic errors in the Stripe/GHL integration, directly recovering recurring revenue from accounts falsely marked as "Active."	
>> <b>Compliance Leadership:</b> Led the migration of 800+ accounts to new A2P 10DLC standards, acting as the primary auditor for the pod to ensure verified status.	
<b>Independent Consultant</b>	<b>2025 – Present</b>
<b>Automation Architect</b>	
>> <b>Rapid Deployment:</b> Architected and launched high-converting sales funnels for clients in the fitness and luxury real estate sectors with <24 hour turnaround.	
>> <b>System Localization:</b> Engineered bilingual platforms using AI tools to localize content for international markets, expanding lead quality.	
>> <b>Workflow Design:</b> Created automated "No-Show" prevention systems using SMS reminders, directly improving appointment hold rates.	

## CORE COMPETENCIES

<b>Technical Translation</b> Explaining complex backend issues (DNS, APIs) to non-technical stakeholders in plain English.	<b>Crisis Management</b> Stabilizing account data and client trust during critical platform migrations and outages.	<b>Operational Speed</b> Outcome-focused workflow prioritizing functional shipping over endless planning.
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